Corina Kuri Farji

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Creative and detail-oriented UX/UI Designer with 8+ years of experience across industrial, interior, and brand design. Strong skills in identifying user pain points and delivering intuitive, visually engaging solutions. Currently pursuing a UX Design certificate at Humber College, with hands-on training in research, wireframing, and prototyping. Passionate about inclusive, sustainable design and building digital experiences that matter.

Skills

UX/UI Design: Figma · Wireframing · Prototyping · UI Design · User Flows · Usability Testing · User Research
Visual Design: Adobe Illustrator · Photoshop · InDesign · Branding · Color Theory · Layout Design
3D & Spatial Design: SketchUp · AutoCAD · Rhinoceros (Rhino) · KeyShot · Interior Design · 3D Modeling
Project Management: Monday.com · CRM tools · Team Collaboration · Problem Solving · Time Management
Other Tools: WiX · Microsoft Office
Languages: Spanish · English · Hebrew

UX Design Projects

Website Redesign – Green Economy Law
Ongoing

Freelance - Personal Project

- Redesigned a Canadian environmental law firm's website to improve usability and brand presence.
- Conducted heuristic analysis and stakeholder interviews.
- Created a new site architecture and interactive prototype in Figma.
- Improved navigation flow and increased user engagement.

Delivery & Pickup Section – Hawkers Restaurant
May - April 2025

Project for Humber Polytechnic - Information Architecture class - Ramy Saboungui

- Created a responsive interface for ordering.
- Mapped user journeys and resolved friction points.
- Designed high-fidelity mockups and clear CTAs.
- Collaborated with peers to refine the design.

Header & Footer Redesign – Toronto Cupcakes
April 2025

Project for Humber Polytechnic - Interaction Design class - Siddiqah Gulamhusein

- Simplified layout and enhanced usability on a bakery's website.
- Applied card sorting and usability testing to drive design decisions.
- Highlighted key CTAs for ordering and contact.

Work Experience

Workshop Facilitator - Colegio Hebreo Tarbut
Sep 2023 - Dec 2024

Mexico City

- Facilitated 15+ creative carpentry workshops focused on design thinking, aesthetics, and hands-on problem-solving.
- Taught over 100 students woodworking tools, material use, and iterative design principles.
- Encouraged teamwork and creativity through guided exploration of functional and aesthetic design.

Operations Coordinator - Evolución Ecológica
Dec 2023 - Apr 2024

Mexico City

- Led sustainable design initiatives that reduced costs by 20% and improved service delivery.
- Strengthened vendor relationships and client satisfaction by 25% through improved communication.
- Integrated eco-conscious solutions that balanced functionality, design quality, and cost-effectiveness.

Designer - Kuri Design
Jan 2016 - Present

Freelance

- Created brand identities and websites for small businesses, increasing online visibility and engagement.
- Designed custom furniture pieces using sustainable practices and user-centered design.
- Delivered projects with a 95% satisfaction rate and strong client retention.

Commercial and Interior Designer - IKEA
Jun 2021 - Mar 2023

Israel

- Applied user-centered design principles to optimize showroom layouts, increasing interaction and sales by 15%.
- Managed 100+ visual merchandising projects, improving workflows and maintaining brand consistency.
- Delivered functional, appealing spaces aligned with customer needs and business goals.

Design Specialist - Beyond Ideas
Jan 2019 - Dec 2019

Israel

- Designed glass-based solutions for clients including HP and Applied Materials, enhancing product visibility.
- Led prototyping processes and reduced product defects by 10% through iterative design and testing.
- Collaborated with industry experts to refine product aesthetics and functionality.

Interior Designer - Bomo
Nov 2017 - Sep 2018

Mexico

- Delivered over 20 interior design projects from concept to completion, all on time and within budget.
- Improved user flow and operational efficiency in designed spaces by 18%.

Education

User Experience Design - Ontario Graduate Certificate
Jan 2025 - Ongoing

Humber Polytechnic - Toronto, Canada

Focus: User Research · Design Thinking · Prototyping · Interface Design · Usability Testing

Integrated Design - Master's Degree
Oct 2019 - Dec 2022

Holon Institute of Technology - Israel

Focus: Innovation · Technology Integration · Sustainable Design

Industrial Design - Bachelor's Degree
Sep 2011 - Jan 2015

Universidad Anáhuac México - Mexico

Focus: Ergonomics · Materials & manufacturing · User-centered design · Sustainability · Design thinkin